



POSITION DESCRIPTION

Marketing and Communications
Global Engagement

Layout Artist

POSITION NO	0004447
CLASSIFICATION	HEW 6
SALARY	\$60,951 - \$65,977 p.a. (pro-rata)
SUPERANNUATION	Employer contribution of 9%
EMPLOYMENT TYPE	Full-time (fixed-term) position Fixed term contract type: Replacement Staff Member Available to 21/10/11
OTHER BENEFITS	www.hr.unimelb.edu.au/careers/info/benefits
CURRENT OCCUPANT	Vacant
HOW TO APPLY	Online applications are preferred. Go to www.jobs.unimelb.edu.au and use the Job Search screen to find the position by title or number.
CONTACT FOR ENQUIRIES ONLY	Name: Marcia Lewis Tel: +61 3 8344 7781 E-mail: m.lewis@unimelb.edu.au <i>Please do not send your application to this contact</i>

For information about working for the University of Melbourne, visit our website:

www.hr.unimelb.edu.au/careers

Position Summary

The Layout artist is responsible for providing layout support for publications produced by Marketing Services on behalf of internal University clients. These include the University's key corporate and marketing publications. Reporting to the Publishing and Merchandise Manager, the incumbent works as part of a team to produce high quality print publications.

Under the shared services model, Marketing Services provides a centralised design and print procurement service, available University-wide for the production of external marketing and public relations documents. The University currently spends at least \$6.5 million on offset printing.

The position is responsible for layout aspects of this service working as part of a team which includes a production coordinator and three layout artists and a production.

1. Selection Criteria

1.1 ESSENTIAL

- ▶ Relevant tertiary qualification AND/OR a relevant combination of education/training and experience
- ▶ Excellent desktop layout skills and attention to detail, with high level skills Adobe Creative suite (v.4 and above, including InDesign, Illustrator, Photoshop and Acrobat Professional) and experience using Microsoft Office.
- ▶ Understanding of digital photography and issues involved with reproduction relating to printing.
- ▶ Demonstrated professional experience and extensive expertise in print production, including design, layout and pre-press
- ▶ Ability to meet tight deadlines and work under pressure
- ▶ Demonstrated ability to work under direction within a team of publishing professionals.
- ▶ Understanding of marketing and branding issues and practice.

1.2 DESIRABLE

- ▶ Understanding of Higher Education environment including marketing requirements and objectives.

2. Special Requirements

- ▶ n/a

3. Key Responsibilities

The position is part of a team of design and production staff who provide design services across the University. Work includes branded publications, invitations, posters, fliers, banners and other marketing collateral. It may also include branded newsletters and reports. The position is responsible for managing print production jobs including design, image manipulation and print quotes and management.

The Layout Artist is responsible for:

Under direction from the Publishing and Merchandise Manager, layout marketing publications for internal University clients using the University marketing publications template.

- ▶ Digital image manipulations and preparation of files for pre-press using InDesign, Photoshop and Illustrator.
- ▶ Processing and retouching of digital photographs for layout.
- ▶ Data entry of job details in client management database (Streamtime).
- ▶ Layout and ordering of University stationery requirements.
- ▶ Client liaison and billing
- ▶ Working to budgets and schedule.

4. Job Complexity, Skills, Knowledge

4.1 LEVEL OF SUPERVISION / INDEPENDENCE

The layout artist works under the direction of the Publishing and Merchandise Manager. The incumbent must be able to work efficiently in a team environment, working closely with other Publishing Services staff

4.2 PROBLEM SOLVING AND JUDGEMENT

The incumbent will be required to demonstrate sound judgment in relation to visual presentation and layout, taking into account the University's publications style.

The position exercises independent judgment and problem-solving skills, negotiating the relationships between university branding objectives, the internal clients requirements and target audience needs, and interpretation of University policy within a diverse and complex organization.

4.3 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

The position requires knowledge of University marketing and branding objectives and professional experience in publishing within a corporate environment.

The incumbent must have a good overview of the tertiary education environment and of factors impacting upon the Australian higher education industry.

A thorough knowledge of compliance issues in relation to copyright, Trade Practices Act, and permissions in relation to editorial and graphic areas.

The incumbent is required to keep abreast of developments in publishing and digital imaging technology.

4.4 RESOURCE MANAGEMENT

n/a

4.5 BREADTH OF THE POSITION

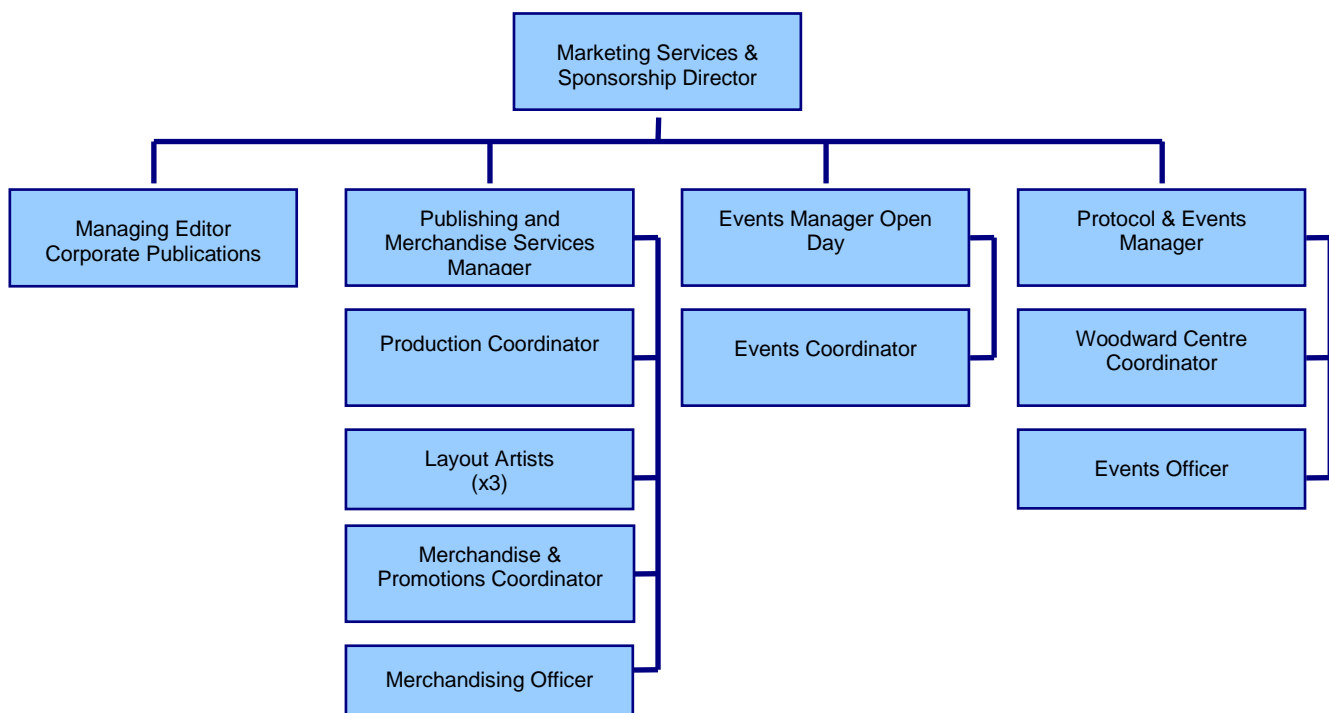
Working under broad direction of the Publishing and Merchandise Manager, this position contributes to the overall management of the University of Melbourne brand look and feel through correct application of publishing branded design templates.

The position has a responsibility to work within Brand Guidelines and to enforce the use of branding guidelines with any work that is commissioned through internal University clients.

The role liaises with University staff to provide a fee-for-service design capability for University branded publications. The position may require liaison with the Brand Manager, the Merchandise Coordinator, Editor and key event staff in the Marketing and Communications Office.

5. Other Information

5.1 ORGANISATION UNIT



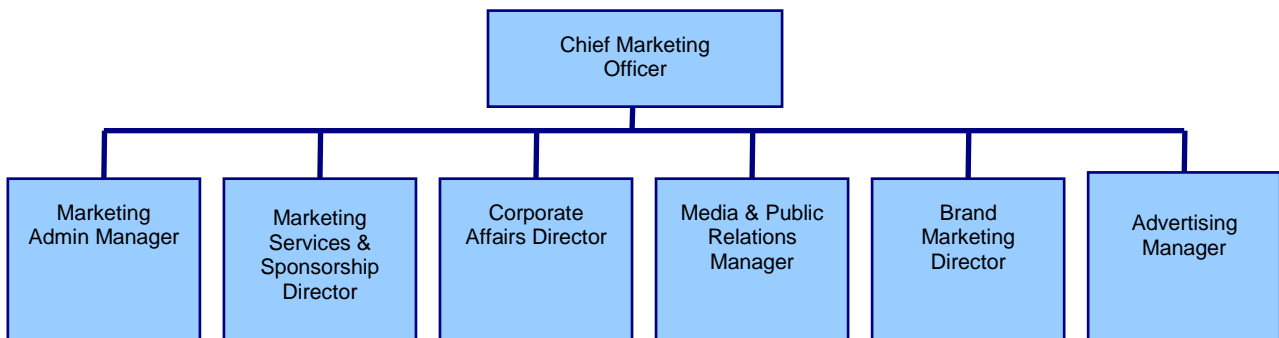
The Marketing and Communications division has a key role in supporting the University's commitment to securing its position as a leading research and teaching university.

The five key objectives of the division are:

- Marketing support for the Growing Esteem Strategy
- Stewardship, governance and development of the University brand
- Supporting the student recruitment agenda for undergraduate, graduate and research higher degree intakes
- Promoting the University's research profile, by raising awareness and appeal
- Developing foundations for alumni engagement and philanthropic activity.

The Marketing and Communications division comprises the following units: Brand Management (Branding, Market Research and Web Communications), Advertising, Media & Public Relations including Corporate Affairs and Digital and Interactive Media, Marketing Services and Sponsorship (Protocol and Events, Publishing and Merchandise) that service the needs of associated workgroups in Faculties, the Office of Admissions, Melbourne International, Knowledge Transfer and Advancement. The Office of the Chief Marketing Officer includes an Administrative Services Unit which provides and coordinates professional support services to all departments within the Division.

The Division is made up of 38 staff and has a budget of approximately \$10 million.



For further information, please refer to:

www.marcom.unimelb.edu.au

5.2 BUDGET DIVISION

The division of the Deputy Vice Chancellor (Global Engagement) supports the Deputy Vice-Chancellor (Global Engagement) in the development and implementation of University strategy and policy in the areas of student marketing, recruitment and admissions for both local and international students, international strategy and relations, international engagement and partnerships and the realisation of University's global mobility aspirations, as well as marketing and communications including corporate affairs and issues management.

The DVC (Global Engagement) is head of the Global Engagement budget division and one of the senior officers of the University, representing the Vice-Chancellor from time to time. The DVC (Global Engagement) has line management responsibility for the Office of Admissions, and Marketing and Communications as well as reporting authority and oversight of Asialink, the Australia India Institute and the Confucius Institute.

For further information, please refer to:

www.dvc-globalengagement.unimelb.edu.au

5.3 THE UNIVERSITY OF MELBOURNE

The University of Melbourne is a leading international university with a tradition of excellence in teaching and research. With outstanding performance in international rankings, Melbourne is at the forefront of higher education in the Asia-Pacific region and the world. Melbourne's outstanding performance in international rankings puts it at the forefront of higher education in the Asia-Pacific region and the world. The University of Melbourne is consistently ranked by the THES among the world's top 50 universities.

Established in 1853, shortly after the founding of Melbourne, the University is located just a few minutes from the centre of this global city. The main Parkville campus is recognised as the hub of Australia's premier knowledge precinct comprising eight hospitals, many leading research institutes and a wide range of knowledge-based industries.

The University employs people of outstanding calibre and offers a unique environment where staff are valued and rewarded. Further information about working at The University of Melbourne is available at www.hr.unimelb.edu.au/careers.

5.4 GROWING ESTEEM AND THE MELBOURNE MODEL

Growing Esteem describes Melbourne's strategy to achieve its aspiration to be a public-spirited and internationally-engaged institution, highly regarded for making distinctive contributions to society in research and research training, learning and teaching, and engagement. www.growingesteem.unimelb.edu.au

The University is at the forefront of Australia's changing higher education system and offers a distinctive model of education known collectively as the Melbourne Model. The new educational model, designed for an outstanding experience for all students, is based on six broad undergraduate programs followed by a graduate professional degree, research higher degree or entry directly into employment. The emphasis on academic breadth as well as disciplinary depth in the new degrees ensures that graduates will have the capacity to succeed in a world where knowledge boundaries are shifting and reforming to create new frontiers and challenges. In moving to the new model, the University is also aligning itself with the best of emerging European and Asian practice and well-established North American traditions.

5.5 EQUITY AND DIVERSITY

Another key priority for the University is access and equity. The University of Melbourne is strongly committed to an admissions policy that takes the best students, regardless of financial and other disadvantage. An Access, Equity and Diversity Policy Statement, included in the University Plan, reflects this priority.

The University is committed to equal opportunity in education, employment and welfare for staff and students. Students are selected on merit and staff are selected and promoted on merit.

5.6 GOVERNANCE

The Vice Chancellor is the Chief Executive Officer of the University and responsible to Council for the good management of the University.

Comprehensive information about the University of Melbourne and its governance structure is available at www.unimelb.edu.au.

6. Occupational Health and Safety (OHS) and Environmental Health and Safety (EHS) Responsibilities

All staff are responsible for the following safe work procedures and instructions:

6.1 EMPLOYEES MUST

- ▶ cooperate with the University in relation to activities taken by the University to comply with OHS and EHS legislation.
- ▶ comply with the OHS and EHS manuals
- ▶ adopt work practices that support OHS and EHS programs
- ▶ take reasonable care for their own health and safety and the health and safety of other people who may be affected by their conduct in the workplace
- ▶ seek guidance for all new or modified work procedures
- ▶ ensure that any hazardous conditions, near misses and injuries are reported immediately to the supervisor
- ▶ participate in meetings, training and other environment, health and safety activities
- ▶ not wilfully place at risk the health or safety of any person in the work place
- ▶ not wilfully or recklessly interfere with or misuse anything provided in the interest of environment health and safety or welfare

6.2 SUPERVISORS ARE RESPONSIBLE FOR:

- ▶ developing new work procedures, as required, in conjunction with relevant persons
- ▶ providing all staff with relevant OHS and EHS information in an appropriate manner
- ▶ providing personal protective equipment and clothing if hazards cannot be fully eliminated
- ▶ providing adequate supervision through technical guidance and support
- ▶ identifying and controlling hazardous conditions
- ▶ providing appropriate facilities for safe storage, handling and transport of hazardous substances
- ▶ ensuring that all accidents and incidents are reported

6.3 MANAGERS AND SECTION HEADS ARE RESPONSIBLE FOR:

- ▶ maintaining compliance with all OHS and EHS policies and procedures by regular performance review
- ▶ conducting regular inspections to identify risk/aspects, implementing corrective action and arranging monitoring where required
- ▶ ensuring that all staff, including contractors under local control, are appropriately inducted
- ▶ providing relevant OHS and EHS information and ensuring appropriate training;
- ▶ identifying health monitoring needs, in consultation with the Occupational Physician
- ▶ maintaining appropriate records as required by the University's Records Services Department

- ▶ ensuring consultative structures and staff participation by conducting regular section meetings to discuss OHS and EHS issues
- ▶ investigating all reported incidents and reporting to department heads all action taken to prevent a similar occurrence

6.4 ACADEMIC STAFF

- ▶ In addition to the above, Academic Staff are responsible for ensuring that an equivalent standard of OHS and EHS is afforded to their students as is afforded to University staff generally. Academic staff are deemed to have principal supervisory duty for undergraduate and postgraduate student activities.